

Message Text

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PAGE 01 MEXICO 06857 132031Z

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ACTION COME-00

INFO OCT-01 ARA-16 ISO-00 EB-11 DRC-01 RSC-01 /030 W

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R 131906Z AUG 74

FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 3254

UNCLAS MEXICO 6857

E.O. 11652: N/A

TAGS: BEXP, MX

SUBJECT: FISCAL YEAR 1975 COUNTRY COMMERCIAL PROGRAM (CCP).

REF: STATE 6882, JAN.12, 1974; MEXICO 0751, 1/24/74;

A-4843, 6/13/74.

PASS TO COMMERCE

1. REVIEW OF ORIGINAL CCP FORWARDED WITH A-4843 WAS UNDERTAKEN WITH CLARY AND COHEN AND REVISED VERSION RETURNED TO WASHINGTON. FINAL REVISION NOW UNDERWAY AND WILL BE POUCHED THIS WEEK.

2. MAJOR CHANGES HAVE BEEN IN STRUCTURE OF CCP WITH VIEW TO IDENTIFYING MORE CLEARLY OBJECTIVES UNDER EACH GOAL, AND ACTIONS AS RELATED TO OBJECTIVES. EFFORTS HAVE BEEN TO PRODUCE A REALISTIC APPROACH TOWARD OBTAINABLE GOALS IN RELATION TO PRESENT MARKET CONDITIONS AND GOVERNMENTAL ATTITUDES IN MEXICO.

3. NEED FOR MARKET ANALYSIS UNIT (MAU) QUESTIONED IN VIEW OF ALREADY EXISTING RESEARCH UNIT IN TRADE CENTER AND CONTRACT SURVEYS UNDERTAKEN BY OUTSIDE FIRMS. WITH PRESENT WORK LOAD OF COMBINED ECON/COMMERCIAL SECTION A MAU SHOULD BE CONTINGENT ON EMPLOYMENT OF ONE OR MORE COMPETENT LOCAL EMPLOYEES INsofar AS IN DEPTH MARKET RESEARCH IS CONCERNED. OTHER FUNCTIONS LISTED UNDER MAU'S WILL BE UNDERTAKEN IN NORMAL DEVELOPMENT OF CAMPAIGNS.

4. OTHER CHANGES HAVE BEEN STUDIED WITH CLARY/COHEN AND ARE EMBODIED IN UPDATED CCP IN THEIR HANDS.

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Message Attributes

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